



The U.S. Department of Commerce invites your firm to participate in...

ANALÍTICA LATIN AMERICA

Technologies for Laboratories: Analysis, Biotechnology, Quality Control, and Metrology

São Paulo, Brazil ♦ July 31–August 2, 2002

Brazil: An Outstanding Market for U.S. Analytical Instruments

- Brazilians buy 95 percent of their analytical instruments from abroad.
- The United States is the leading supplier of analytical instruments to Brazil.
- In 2001, the United States sold \$65.2 million of analytical instruments to Brazil, up 16.4 percent over 2000.
- Investments in Brazil's high-technology sectors are creating increased demand for highly accurate analytical instruments.

Brazilian buyers recognize and appreciate the technological superiority and competitive prices of U.S.-made analytical instruments.

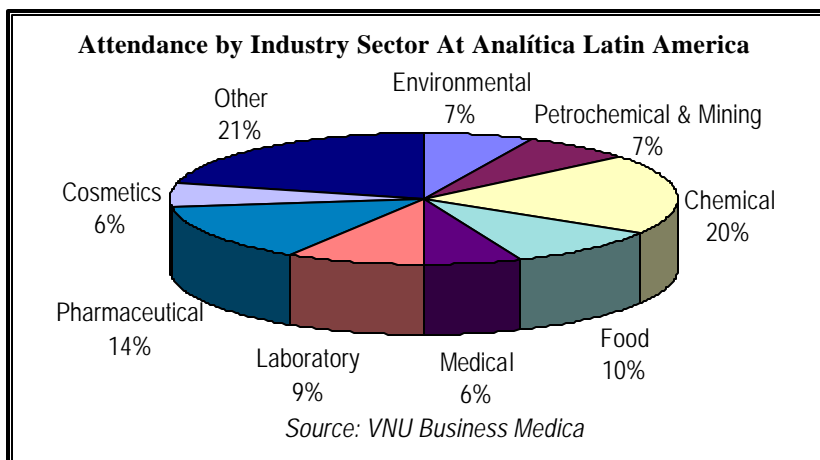
A Premier Regional Show

Analítica Latin America is Brazil's largest trade show for analytical instrumentation. In 2001, over 250 suppliers displayed their products and nearly 22,000 trade professionals attended the show. With a variety of technical conferences and seminars—plus parallel events for the pharmaceutical and cosmetics industries—*Analítica Latin America* is a premier regional show and a prime opportunity to showcase your products.

Who Should Participate

Analítica Latin America attracts buyers from many industrial sectors. Companies offering analytical instruments for the following sectors will find opportunities:

- Pharmaceuticals and Cosmetics
- Laboratory
- Medical
- Food
- Chemicals
- Environmental
- Petrochemicals and Mining



Two Ways to Participate

➤ American Products Literature Center—\$450

The American Products Literature Center (APLC) catalog show is a cost-effective way for your company to find representatives or agents in Brazil. Small and medium-sized companies especially will find the APLC at *Analítica Latin America* an excellent tool for expanding their market reach. You do not need to attend the show.

Here's what you get:

- ✓ Assistance in putting together an attractive literature display and

***Send your catalogs—not your
busy marketing staff—to
Analítica Latin America.***

information packets about your company.




- ✓ Attractive showcase for your literature staffed by medical industry specialists from the U.S. Foreign Commercial Service.
- ✓ Wide distribution of an APLC Directory providing your contact information and details of your product line.
- ✓ Personalized Trade Lead Booklet containing contact and basic background information on all the show visitors who registered interest in your product line, as well as advice on how to turn these leads into distributors.
- ✓ Tips for doing business in Brazil.

For maximum impact, attend the show and have your own booth.

➤ **Fully Furnished 3m x 3m Booth—\$3,600**

If you want to display equipment or have a major presence at the show, this is the option for you. Larger, unfurnished, and shell-scheme booths are also available. We will put you in contact with the show organizer, VNU Business Media do Brasil, who will assist you with your space needs, transportation and shipping arrangements. The U.S. Department of Commerce can also help you hire low-cost bilingual aides to assist you at the show.

Interested? Fax, Phone, or E-Mail for Registration Information

-  Complete and **fax** this form to Steven Harper at 202-482-0975; or
-  Pick up the **phone** and call Steven Harper at 202-482-2991; or
-  Send an **e-mail** message to Steven_Harper@ita.doc.gov

- ☐ We have questions about *Analítica Latin America*. Please call to discuss.
- ☐ We are interested in the **American Products Literature Center** at *Analítica Latin America*.
- ☐ Please have the show organizer call us about a **Booth** at *Analítica Latin America*.

☐ Mr. ☐ Mrs. ☐ Ms. ☐ Dr.

Name

Title:

Company:

Address:

City:

State:

Zip:

Phone:

Fax:

E-Mail:

Product(s):

For more information about *Analítica Latin America*, visit its website:

www.analiticanet.com.br

For additional information about U.S. Department of Commerce export assistance programs, visit our website:

www.ita.doc.gov